

Date: 18-Sep-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Smith  
  
Week of: 9/10 - 9/16  
  
Contract Number: 330729 - HL6309407

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	10-11A W-F	:30	\$250	5	1	\$225	\$25
4	12-1230P W-F	:30	\$275	5	3	\$180	\$285
8	6-7A W-F	:30	\$575	5	3	\$400	\$525
12	9-10A W-F	:30	\$300	5	2	\$200	\$200
16	1130P-1205A Sun	:30	\$1,700	5	1	\$850	\$850
27	10-11A Fri	:30	\$250	5	1	\$225	\$25
28	1135P-1237A Fri	:30	\$500	5	1	\$300	\$200
32	6-630P Sat	:30	\$475	5	1	\$200	\$275
33	7-730P Sat	:30	\$500	5	1	\$350	\$150

**TOTAL REBATE (Gross) \$2,535**  
**(Net) \$2,154.75**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency SCRIP  
Client Pol - Tom Smith  
Campaign/Title Senate

Write-up Date 9/18/12  
Requested By D. Tavoletti  
Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_  
Sales Person Error \_\_\_\_\_  
Billing Error \_\_\_\_\_  
Traffic Error \_\_\_\_\_  
Separation/Scheduling Problem \_\_\_\_\_  
Late Run \_\_\_\_\_  
Other \_\_\_\_\_

**Reference:**

Invoice No. \_\_\_\_\_  
Invoice Date \_\_\_\_\_  
Contract No. 330729

Explanation of Adjustments by Requestor: LUC - see attached

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ <u>2535.00</u>	Debited: \$ _____
NET Amount to be Credited: \$ <u>2154.75</u>	Debited: \$ _____

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 9/18/12
3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
- General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet _____	Entered as done _____	Entered in OSi _____
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WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

## Contract # 330729

Schedule Dates 09/12/12-09/17/12  
Advertiser Smith, Tom/R/SEN/PA (15776)  
Agency SRCP - Stevens Reed Curcio & Potholm (2056)  
Product Political - Federal Candidate (1067)  
Brand POL/T SMITH/R/SEN/PA (114155)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name VONDERHEID,BETSY  
Phone/Fax /  
CPE 11/37/259  
Account Types National/Political  
Billing Type Standard  
Comments TOM SMITH 9/12  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 09/10/12  
Last Modified 09/13/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06309407  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,188.75  
Net Total \$40,736.25  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Sep. 2012 65  
Grand Total: \$47,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	10A- Ellen	2			X	X	X			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/1	9/10/12
2.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1	1			3	\$1,350.00	\$4,050.00	Pittsburgh (WPXI)	LATE NEWS/2	9/10/12
3.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	11:34P- TONIGHT SHOW				1	1	1			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	TONIGHT/3	9/10/12
4.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	11:59A- Channel 11 News At Noon				1	1	1			3	\$275.00	\$825.00	Pittsburgh (WPXI)	NOON NEWS/4	9/10/12
5.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	4P- Judge Judy 4p	2			X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/5	9/10/12
6.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	5P- 5:30P (EST)				1	1	1			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 5-530P/6	9/10/12
7.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	5:58P- Channel 11 News At 6pm M-F				1	1	1			3	\$775.00	\$2,325.00	Pittsburgh (WPXI)	NEWS 6-630P/7	9/10/12
8.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 6-7A/8	9/10/12
9.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	6:59P- Jeopardy				1	1	1			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7P/9	9/10/12
10.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	7A- 8A (EST)				1	1	1			3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/10	9/10/12
11.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	7:30P- WHEEL OF FORTUNE				1	1	1			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	WHEEL 730P/11	9/10/12
12.0	Normal Line / Spot	09/12/12-09/14/12	5	:30	9A- Today Show 9a	2			X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	TODAY 9-10A/12	9/10/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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**Pittsburgh (WPXI)**  
By Broadcast Month  
Sep. 2012 65 \$47,925.00  
Grand Total: 65 \$47,925.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.1	Normal Line / Prime	09/17/12-09/17/12	4	:30	7:57P- The Voice 8-10P	1		1						1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	THE VOICE 8-10P/13	9/11/12
14.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	LATE NEWS/14	9/10/12
15.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8A-1030A/15	9/10/12
16.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	LATE NEWS AFTER FB/	9/10/12
17.0	Normal Line / Spot	09/16/12-09/16/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8-10A/17	9/10/12
18.1	Normal Line / Prime	09/13/12-09/13/12	4	:30	7:57P- Americas Got Talent 8-10P					1				1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)	AGT 8-10P/18	9/11/12
19.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$1,350.00	\$1,350.00	Pittsburgh (WPXI)	LATE NEWS/20	9/10/12
20.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	11:59A- Channel 11 News At Noon	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	LATE NEWS/20	9/10/12
21.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5P- 5:30P (EST)	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/22	9/10/12
22.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	6P- 6:30P (EST)	1								1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/23	9/10/12
23.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5:59A- Channel 11 News 6am	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/24	9/10/12

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25.1	Normal Line / Spot	09/17/12-09/17/12	5	:30	7A- 8A (EST)	2	2							2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/26	9/12/12
26.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	7:30P- WHEEL OF FORTUNE	1	1							1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	WHEEL 730P/27	9/10/12
27.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	10A- Ellen						1			1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/1	9/12/12
28.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	11:34P- TONIGHT SHOW						1			1	\$500.00	\$500.00	Pittsburgh (WPXI)	TONIGHT/3	9/12/12
29.0	Normal Line / Spot	09/14/12-09/14/12	5	:30	4P- Judge Judy 4p						1			1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4P/5	9/12/12
30.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	10A- Ellen		1							1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/19	9/12/12
31.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	8A- 9A (EST)		1							1	\$425.00	\$425.00	Pittsburgh (WPXI)	TODAY 8-9A/31	9/12/12
32.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	6P- CHANNEL 11 NEWS						1			1	\$475.00	\$475.00	Pittsburgh (WPXI)	NEWS 6-630P/32	9/12/12
33.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	7P- Jerome Bettis 7-730P						1			1	\$500.00	\$500.00	Pittsburgh (WPXI)	BETTIS 7-730P/	9/12/12
34.0	Normal Line / Spot	09/15/12-09/15/12	5	:30	7:30P- Hines Ward Show						1			1	\$425.00	\$425.00	Pittsburgh (WPXI)	HINES 730-8P/34	9/12/12
35.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	11:34P- TONIGHT SHOW		1							1	\$500.00	\$500.00	Pittsburgh (WPXI)	TONIGHT/35	9/12/12
36.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	4P- Judge Judy 4p		1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDY 4P/36	9/12/12

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Date:

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